

CALIFORNIA GROCER 2016 RATE CARD

Effective January 1, 2016

Color

1/color + black = \$300 + bw rate
 2/color + black = \$600 + bw rate
 4/color = \$900 + bw rate

Six Time Rate Color Discount

1/color + black = \$275 + bw rate
 2/color + black = \$550 + bw rate
 4/color = \$825 + bw rate

Preferred Position

20% over regular rate.

Bleed

No extra charge for bleed.

Mechanical Requirements

We accept:

PDF files (four-color process, press quality)
 EPS files (fonts converted to paths)
 InDesign files (with support files & fonts)

When designing an ad, remember:

Photos should be 300 dpi minimum at 100%.
 All color photos should be CMYK, not RGB.
 Spot colors must be CMYK, not PMS or spot.
 Pull your bleeds 1/8" (0.125") over trim.

Ad materials and production information:

Brad Maur
 CMB Design Partners
studio@cmbdesign.com
 (916) 605-6500

Commissions 15% to recognized agencies. "Recognized agency" as used in this Rate Card refers to an individual or group of individuals who make the media selection, handle the order, coordinate and process the space placed with the Publisher under the terms of this Rate Card, furnish and prepay transportation on all printing materials submitted and **process prompt payment**. Terms: 30 days net, no cash discount. After 30 days, no agency commission will be allowed.

Contract and Copy Regulations

1. Publisher reserves the right to reject any objectionable copy.
2. Publisher reserves the right to identify as "advertisement" advertising copy that is judged as editorial material.
3. Advertiser and/or advertising agency assume full liability for all advertising content which they supply and do indemnify and hold Publisher harmless from any claims that arise therefrom.
4. Advertising material will be held for one year and then discarded unless otherwise notified.

ADVERTISING INSERTION SCHEDULE

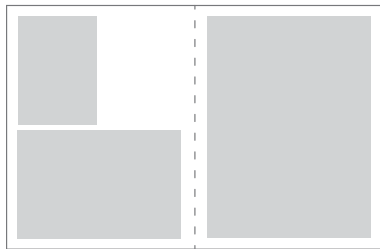
Issue	Reserve By	Ad Material Due
1	Jan. 22	Jan. 29
2	March 25	March 31
3	May 24	May 31
4	July 22	July 29
5	Sept. 2	Sept. 9
6	Nov. 11	Nov. 18

GENERAL ADVERTISING RATES BLACK & WHITE

	1 Time	3 Times	6 Times
One Page	\$ 1,900	\$ 1,800	\$ 1,700
1/2 Page	\$ 1,150	\$ 1,100	\$ 1,000
1/4 Page	\$ 650	\$ 600	\$ 550

General advertising rates are net.

AD SIZES



Quarter Page

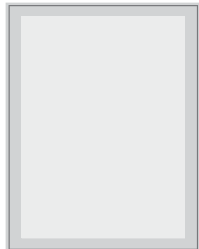
3.5" x 4.875"

Full Page

No Bleed
 7.375" x 10"

Half Page

7.375" x 4.875"

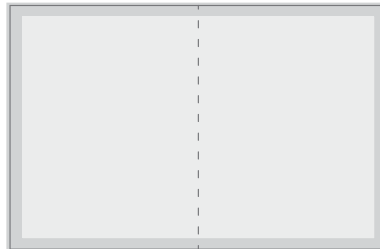


Full Page Bleed

Bleed: 8.75" x 11.25"

Trim: 8.5" x 11"

Live Area: 7.375" x 10"



Spread

Bleed: 11.25" x 17.5"

Trim: 11" x 17"

Live Area: 10.5" x 16.5"

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